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10/657,693	09/08/2003	Roy Higgs		1258
91/23/2009 Patent Office of J. John Shimazaki P.O. Box 650741			EXAMINER	
			BOVEJA, NAMRATA	
Sterling, VA 20165			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

# Application No. Applicant(s) 10/657.693 HIGGS, ROY Office Action Summary Examiner Art Unit PINKY BOVEJA -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --Period for Reply A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS. WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION. Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication. If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b). Status 1) Responsive to communication(s) filed on 14 October 2008. 2a) This action is FINAL. 2b) This action is non-final. 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11, 453 O.G. 213. Disposition of Claims 4) Claim(s) 1-58 is/are pending in the application. 4a) Of the above claim(s) 1-39 is/are withdrawn from consideration. 5) Claim(s) \_\_\_\_\_ is/are allowed. 6) Claim(s) 40-58 is/are rejected. 7) Claim(s) \_\_\_\_\_ is/are objected to. 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement. Application Papers 9) The specification is objected to by the Examiner. 10) ☐ The drawing(s) filed on 08 September 2003 is/are: a) ☐ accepted or b) ☐ objected to by the Examiner. Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a). Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d). 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152. Priority under 35 U.S.C. § 119 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some \* c) None of: Certified copies of the priority documents have been received. 2. Certified copies of the priority documents have been received in Application No. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)). \* See the attached detailed Office action for a list of the certified copies not received. Attachment(s)

1) Notice of References Cited (PTO-892)

Imformation Disclosure Statement(s) (PTC/G5/08)
Paper No(s)/Mail Date \_\_\_\_\_\_.

Notice of Draftsperson's Patent Drawing Review (PTO-948)

Interview Summary (PTO-413)
Paper No(s)/Mail Date.

6) Other:

Notice of Informal Patent Application

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#### DETAILED ACTION

1. This office action is in response to communication filed on 10/14/2008.

Claims 1-39 have been cancelled. Newly submitted claims 40-58 have been

entered and are presented for examination.

## Claim Rejections - 35 USC § 101

35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

3. Claims 40-58, are rejected under 35 U.S.C. 101, because, based on Supreme Court precedent, a method/process claim must (1) be tied to another statutory class of invention (such as a particular apparatus) (see at least Diamond v. Diehr, 450 U.S. 175, 184 (1981); Parker v. Flook, 437 U.S. 584, 588 n.9 (1978); Gottschalk v. Benson, 409 U.S. 63, 70 (1972); Cochrane v. Deener, 94 U.S. 780, 787-88 (1876)) or (2) transform underlying subject matter (such as an article or materials) to a different state or thing (see at least Gottschalk v. Benson, 409 U.S. 63, 71 (1972)). A method or process claim that fails to meet one of the above requirements is not in compliance with the statutory requirements of 35 U.S.C. 101 for patent eligible subject matter. Here the claim fails to meet the above requirements because the steps are neither tied to another statutory class of invention (such as a particular apparatus) nor physically transform underlying subject matter (such as an article or materials) to a different state or thing. There is no specific recitation in the claims that the steps are taking place by using a computer.

### Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

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obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

4. Claims 40, 42, 46, 48, 51, 53, and 58, are rejected under U.S.C. 103(a) as being unpatentable over the article titled, "Burlington Outlet Opens At Commons Chain Fills Void Left By Kmart," by Ron Maxey, published in The Commercial Appeal on March 13, 1997 on pg. SE.1 (hereinafter Maxey), in view of the article titled, "Promotional Ties to Charitable Causes Help Stores Lure Customers," by Ann Zimmerman published in the Wall Street Journal on December 2, 2000 on pg. B.1 (hereinafter Zimmerman).

In reference to claim 40, Maxey teaches the method of encouraging retail tenants to occupy and lease space within a shopping complex, comprising: providing a shopping complex under common ownership having a plurality of individual spaces capable of being leased to individual retail tenants (page 1 paragraphs 1-3 and page 2 paragraph 13).

Maxey does not specifically teach providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services

sold by said at least one retail tenant. Zimmerman teaches providing a physical microenvironment (i.e. 20 blocks of Madison Avenue in New York including stores such as Armani and Zitomer) within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment (i.e. holiday charity theme or a back to school shopping theme) (page 2 paragraphs 2, 3, and 8); conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme (i.e. providing the activity of contributing 20% of total sales to charity by the malls and providing the activity of contributing \$50 by consumers to charity for purchase of the 20% discount card) designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant (Note: The underlined section of the claim is an intended use and is not given weight) (page 1 paragraph 2 and page 2 paragraphs 2, 3, 8, and 10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; and conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting

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at least some of the goods and/or services sold by said at least one retail tenant to help increase sales by driving my customers to the businesses.

Maxey does not teach the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex. Zimmerman teaches the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex (i.e. the shopping card promotion is an ongoing activity lasting 9 days each year) (page 1 paragraph 2, page 2 paragraph 8-10, and page 3 paragraph 1). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex to encourage customers to return to the shopping center to make additional purchases so that the customers can take advantage of participating in the activity.

5. In reference to claim 46, Maxey teaches a method of encouraging retail tenants to occupy and lease space within a shopping complex, comprising: providing a shopping complex under common ownership having a plurality of individual .spaces capable of being leased to retail tenants (page 1 paragraphs 1-3 and page 2 paragraph 13); selecting (i.e. locating) and causing said at least one of said retail tenants to occupy and lease, at least one space within or near said microenvironment (page 1 paragraphs 1, 2, 4, and 5 and page 2 paragraph 13); and wherein the above steps are used to encourage retail, tenants to occupy and lease said individual spaces within said

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shopping complex (Note: the underlined portion is intended use and is not given any patentable weight).

Maxey does not specifically teach providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant. Zimmerman teaches providing a physical microenvironment (i.e. 20 blocks of Madison Avenue in New York including stores such as Armani and Zitomer) within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment (i.e. holiday charity theme or a back to school shopping theme) (page 2 paragraphs 2, 3, and 8); conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme (i.e. providing the activity of contributing 20% of total sales to charity by the malls and providing the activity of contributing \$50 by consumers to charity for purchase of the 20% discount card) designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant (Note: The underlined section of the claim is an

intended use and is not given weight) (page 1 paragraph 2 and page 2 paragraphs 2, 3, 8, and 10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; and conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant to help increase sales by driving my customers to the businesses.

6. In reference to claim 53, Maxey teaches a method of encouraging retail tenants to occupy and lease, space within a shopping complex, comprising: providing a shopping complex having a plurality of individual spaces capable of being leased to individual retail tenants (page 1 paragraphs 1-3 and page 2 paragraph 13).

Maxey does not specifically teach providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services

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sold by said at least one retail tenant. Zimmerman teaches providing a physical microenvironment (i.e. 20 blocks of Madison Avenue in New York including stores such as Armani and Zitomer) within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment (i.e. holiday charity theme or a back to school shopping theme) (page 2 paragraphs 2, 3, and 8); conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme (i.e. providing the activity of contributing 20% of total sales to charity by the malls and providing the activity of contributing \$50 by consumers to charity for purchase of the 20% discount card) designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant (Note: The underlined section of the claim is an intended use and is not given weight) (page 1 paragraph 2 and page 2 paragraphs 2, 3, 8, and 10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; and conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting

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at least some of the goods and/or services sold by said at least one retail tenant to help increase sales by driving my customers to the businesses.

Maxey does not teach the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex. Zimmerman teaches the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex (i.e. the shopping card promotion is an ongoing activity lasting 9 days each year) (page 1 paragraph 2, page 2 paragraph 8-10, and page 3 paragraph 1). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex to encourage customers to return to the shopping center to make additional purchases so that the customers can take advantage of participating in the activity.

7. In reference to claims 42 and 48, Mackey does not specifically teach the method wherein said microenvironment is located indoors, outdoors or both indoors and outdoors, within said shopping complex. Zimmerman teaches the method wherein said microenvironment is located indoors, outdoors or both indoors and outdoors, within said shopping complex (i.e. 20 blocks of Madison Avenue in New York including stores such as Armani and Zitomer) (page 2 paragraphs 2, 3, and 8). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said microenvironment is located indoors, outdoors or both indoors and outdoors, within said shopping complex to provide the

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customers a one-stop shopping experience by locating multiple retailers in the vicinity of each other.

8. In reference to 51, Maxey does not teach the method wherein said at least one activity is an ongoing activity or series of activities that extend substantially through multiple seasons of the year and is part of the normal ongoing activity of the shopping complex (Note: the underlined portion is not given any weight, since it is claimed in the alternative as indicated by the word OR, and the limitation to the right of OR was not selected).

Zimmerman teaches the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex (i.e. the shopping card promotion is an ongoing activity lasting 9 days each year) (page 1 paragraph 2, page 2 paragraph 8-10, and page 3 paragraph 1). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said at least one activity is an ongoing activity that is part of the normal ongoing activity of the shopping complex to encourage customers to return to the shopping center to make additional purchases so that the customers can take advantage of participating in the activity.

- In reference to claim 58, Maxey teaches the method, wherein said shopping complex is under common ownership (page 1 paragraphs 1-3 and page 2 paragraph 13).
- Claims 41, 43-45, 47, 49, 50, 52, and 54-57 are rejected under U.S.C. 103(a) as being unpatentable over Maxey in view of Zimmerman and further in view of the article

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titled, "Retailers gear up for big party: Businesses try quirky promotions during convention," by The Associated Press, published in the Charleston Daily Mail on July 29, 2000 on pg. 3.A (hereinafter TAP).

In reference to claims 41, 47, and 54, Maxey does not teach the method wherein the activity conducted within said microenvironment enables at least a portion of the goods or services offered for sale by said at least one retail tenant to be tried or tested by consumers. TAP teaches the method wherein the activity conducted within said microenvironment enables at least a portion of the goods or services offered for sale by said at least one retail tenant to be tried or tested by consumers (i.e. cookies, pies, jelly beans, and martinis) (page 1 paragraphs 1, 4, and 5, page 2 paragraphs 4-10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein the activity conducted within said microenvironment enables at least a portion of the goods or services offered for sale by said at least one retail tenant to be tried or tested by consumers, since this would give the user an opportunity to sample the product before purchasing it and would encourage the user to try out new products without the risk of having to come back to return the product if the user doesn't like the item.

11. In reference to claim 43, 49, and 55, Maxey does not specifically teach the method wherein said theme relates to cooking and tasting activities. TAP teaches the method wherein said theme relates to cooking and tasting activities, wherein said at least two of said retail establishments comprises at least one store that sells goods relating to said cooking and tasting display activities (page 1 paragraphs 1, 2, 4, and 5

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and page 2 paragraphs 4-10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said theme relates to cooking and tasting activities, to provide to the customers who are interested in exploring cooking and tasting products during a shopping trip an opportunity to sample the products before purchasing them and to encourage the customers to try out new products without the risk of having to come back to return the products if the user doesn't end up liking the products.

- 12. In reference to claims 44, 50, and 56, Maxey does not specifically teach the method wherein said activity comprises cooking and tasting activities and displays. TAP teaches the method wherein said activity comprises cooking and tasting activities and displays (page 1 paragraphs 1, 2, 4, and 5 and page 2 paragraphs 4-10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said activity comprises cooking and tasting activities and displays, since this would give the user who are interested in exploring cooking and tasting products during a shopping trip an opportunity to sample the products before purchasing them and would encourage the user to try out new products without the risk of having to come back to return the products if the user doesn't end up liking the products.
- 13. In reference to claims 45, 52, and 57, Maxey teaches the method, wherein the method comprises selecting (i.e. locating) at least two individual retail tenants to occupy space within or near said microenvironment (page 2 paragraph 13).

Maxey does not specifically teach the two individual retail tenants to relate to

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cooking and/or tasting activities and displays and/or cookware and/or unique foods.

TAP teaches the two individual retail tenants to relate to cooking and/or tasting activities and displays and/or cookware and/or unique foods (page 1 paragraphs 2 and 5 and page 2 paragraphs 4, 5, 8, and 10). It would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to modify Maxey to include the method wherein said activity comprises cooking and tasting activities and displays and/or cookware and/or unique foods to enable users to experience different and unique foods that have a related theme.

#### Response to Arguments

- 14. After careful review of Applicant's remarks/arguments filed on 10/14/2008, the Applicant's arguments with respect to cancelled claims 20-39 have been fully considered but are moot in view of the new ground(s) of rejection. Amendments to claims 40-58 have been entered and considered.
- 15. Applicant argues the activities in Applicant's invention are ongoing and extend substantially through multiple seasons of the year. With respect to this argument, the Applicant is arguing what he has not claimed. The claims recite OR and not AND, and the claim is therefore in the alternative form. The Examiner is selecting the limitation that the activities are ongoing before the word OR. As explained in the after final response, just because an event only takes place once a year for 9 days in the Zimmerman reference, doesn't mean that it is not ongoing. The event takes place annually for the same number of days, and it is a recurring event that continues to occur each year (page 1 paragraph 2, page 2 paragraphs 8-10, and page 3 paragraph 1). To

clarify the Examiner's position, the Examiner would like the Applicant to consider the following two examples. Some people subscribe to the daily newspaper and others just subscribe to the weekend paper. Just because the weekend subscribers receive the papers during the weekends and not on the weekdays, does not mean that they are not ongoing subscribers, since they do continue to receive the paper every weekend. The frequency is not what matters, rather the fact that the activity continues to occur at a fixed interval of time is what is pertinent to determine if an activity is ongoing. As an another example, people who subscribe to magazines or journals that may be published once a month or once a quarter are nevertheless ongoing subscribers regardless of the frequency of publication. If the Applicant wanted ongoing to mean a specific frequency, he should have specified so in his specification. However, the Applicant has not defined this term in the specification.

The Applicant's specification page 5, lines 8-13 and page 11, line 22 to page 12, line 2 further support the Examiner's position. These portions of the specification disclose that various activities can be rotated thoughout the seasons such that you can have a putting green and a pool in the summer months and an ice skating rink in the winter months. This also illustrates, like the examples pointed out by the Examiner above, that it is not the number of days each activity is offered in a year that is determinative in concluding that the activity is ongoing but rather that the fact that the activity is repeated after a fixed amount of time that make the activity ongoing.

16. Applicant argues that Zimmerman does not teach a method of encouraging retail merchants to occupy and lease space at a shopping complex. With respect to this

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argument, in reference to the Zimmerman and Maxey references, the Applicant is making arguments against the references individually. Specially, the Applicant is arguing that Zimmerman does not teach encouraging retail merchants to occupy and lease space at a shopping complex. As addressed above. Maxev teaches this limitation, since it teaches encouraging retailers like Burlington Coat Factory to occupy the old Kmart cite in Hickory Commons, since it is a retail center and putting in offices would have damaged the retail potential (page 1 paragraphs 1-5 and page 2 paragraph 13). The Zimmerman reference is being used, since it teaches providing a physical microenvironment (i.e. 20 blocks of Madison Avenue in New York including stores such as Armani and Zitomer) within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment (i.e. holiday charity theme or a back to school shopping theme) (page 2 paragraphs 2, 3, and 8): conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme (i.e. providing the activity of contributing 20% of total sales to charity by the malls and providing the activity of contributing \$50 by consumers to charity for purchase of the 20% discount card) designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant (Note: The underlined section of the claim is an intended use and is not given weight) (page 1 paragraph 2 and page 2 paragraphs 2, 3, 8, and 10). It would have been obvious to a person of ordinary skill in the art at the time

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of the applicant's invention to modify Maxey to include providing a physical microenvironment within said shopping complex comprising a common area having a theme associated with the goods and/or services sold by said at least one of said individual retail tenants, wherein the type of goods and/or services that it sells is/are designed to be associated with the theme of said microenvironment; and conducting or having conducted at least one activity within said microenvironment having entertainment value consistent with said theme designed to have the effect of promoting at least some of the goods and/or services sold by said at least one retail tenant to help increase sales by driving my customers to the businesses. The Examiner would like to point out to the Applicant that one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references (Maxey and Zimmerman). See In re Keller, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); In re Merck & Co., 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). It is the combination of these references that addresses the claim limitations, and therefore, each reference will not teach all the limitations on its own.

 Applicants additional remarks are addressed to new limitations in the claims and have been addressed in the rejection necessitated by the amendments.

### Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Namrata (Pinky) Boveja whose telephone number is 571-272-8105. The examiner can normally be reached on Mon-Fri, 8:30 am to 5:00 pm. If attempts to reach the examiner by telephone are unsuccessful, the

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examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The **Central FAX** phone number for the organization where this application or proceeding is assigned is **571-273-8300**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 1866-217-9197 (toll-free).

/NAMRATA BOVEJA/

Examiner, Art Unit 3622